

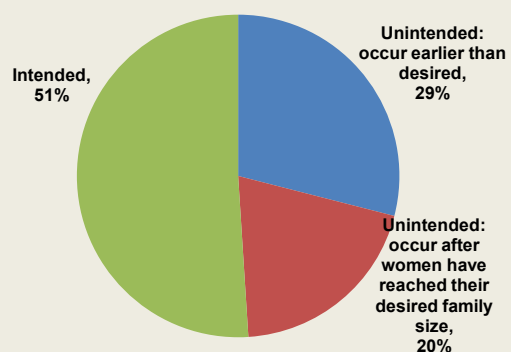
## Long-Acting Reversible Contraceptives (LARCs): The device, the delivery and the discourse



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## What we know

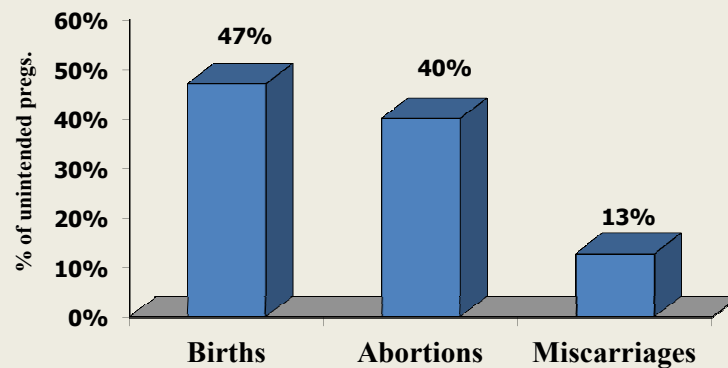


Approximately 6.4 million pregnancies per year

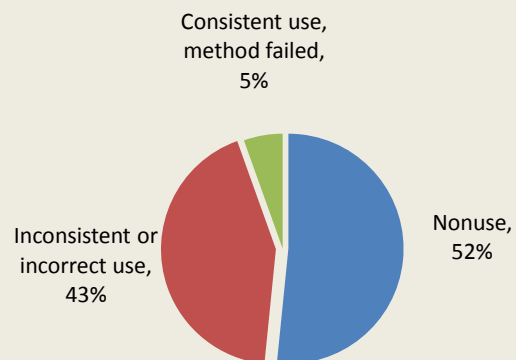


## Unintended Pregnancies

(Approximately 3.1 Million Annually)



## Unintended Pregnancy & Method Use

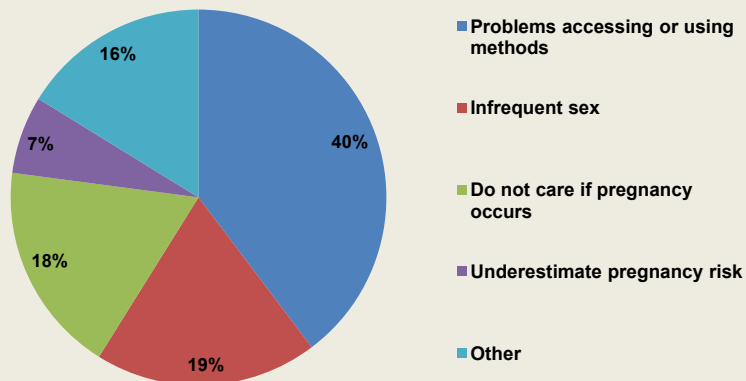


**3.1 million unintended pregnancies,  
by women's contraceptive use during month of  
conception**



## Pregnancy Risk & Contraceptive Nonuse

% of women with an at-risk gap



## Why LARC-Potential Benefits

- Effectiveness
- Acceptability/patient satisfaction
- Population level impact



## Efficacy vs. Effectiveness

- **Efficacy:** How well can it work?
  - Ideal / perfect use: Method used exactly as prescribed
  - Example: COCs have an efficacy rate >99%
    - Failure rate = 3:1000
- **Effectiveness:** How well does it work?
  - Typical Use: What happens in the real world
  - Example: COCs have an effectiveness rate closer to 92%
    - Failure rate = 8:100



## The “Choice Project”

- CONCEPT
  - [The Contraceptive Choice Project](http://www.choiceproject.wustl.edu/)
  - <http://www.choiceproject.wustl.edu/>
  - Remove the financial barriers
  - Promote the most effective methods
  - Reduce unintended pregnancy in the St. Louis area.
- August 2007-September 2011
- 9,256 women



## Potential Barriers

- Provider
- Organizational
- Patient



## Provider

- Education
  - Basic information about all devices
  - Addressing myths and misinformation
- Training
  - Not all providers willing or able to place all devices
  - Not all support staff trained to assist in procedures
  - Don't forget other departments (billing, IT, development)
- Support
  - Management for difficult insertions (or removals)



## Organizational

- Stocking devices
  - Can be expensive to stock
  - Nuances to predicting how many to keep on the shelf
- Insurance (pre)authorization
- In-office flexibility
  - Managing mid-stream changes



## Patient

- Cost
  - Self pay
  - Insurance copays/deductibles
- Education
  - Basic education about device
  - Managing myths and misperceptions
  - Lawsuit commercials
- Environmental
  - Impact of friends/family on contraceptive choice
  - Historical context of reproductive injustices



## Did it work?

- Insert data regarding LARC use at PPMW



## Final thoughts

- Strategy focused on increasing access/availability not increasing insertions
- Remaining patient centered
- Flexibility is key

